Screams, Vampires, Werewolves, and Autographs: An Exploration of the Twilight Phenomenon

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Abstract
The purpose of this thesis is to examine the pop culture phenomenon of Twilight. Using a qualitative method of grounded theory, meanings and constructs were developed from the data. Data was gathered at three events centered around the release of the Twilight film adaptation, and the release of the fourth and final book in the Twilight saga. A survey was administered to willing participants. After the surveys were gathered they were read and then coded. After the coding process a follow up interview was conducted with ten nominated and willing Twilight fans. The results had theoretical roots in uses and gratifications theory as well as parasocial theory.

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Werewolves and Vampires. Two favorite monsters that have scared and fascinated the world for centuries. First: Vampires – we have poems, stories, and plays dating back to the 1700’s, based on legends that date back even further. (one list claims there have been 197 vampire movies). Some well-known stories and/or movies: Bram Stoker’s Dracula (1897). Werewolves are shape shifters, the living embodiment of the beast caged inside of man, released to savage across the world without restraint. Early werewolves were often depicted as witches, who used various potions to turn into wolves, or required intricate rituals to affect the change. Then Twilight took over the world, and spawned an entire new genre of paranormal romance. Vampires and werewolves are still everywhere.